

**METHODOLOGY**

**SURVEY OF METRO ATLANTA REGISTERED VOTERS  
REGARDING TRANSPORTATION ISSUES**

**MARCH 13-24, 2008**

The sample for the Survey of Metro Atlanta Registered Voters Regarding Transportation Issues consists of 4,123 respondents drawn from throughout 11 counties of metro Atlanta, weighted to a total of 1,784 respondents for the region. All respondents were selected randomly from a list of registered voters throughout the region. The list was purchased from Data Productions, of Norcross, Georgia, and all calls were conducted by Western Wats according to the specifications designed by Ayres, McHenry and Associates, Inc.

Consistent with voter registration data for the 11-county area, 58 percent of the respondents are white (non-Hispanic), 33 percent of the respondents are black (non-Hispanic), and 9 percent are Hispanic/other/unknown. Also consistent with voter registration data, the sample is 45 percent male and 55 percent female.

The margin of error is plus or minus 2.32 percentage points when the results are based on the entire sample of 1,784 weighted respondents and when respondents split evenly on a question, say 50 percent for one response and 50 percent for another. In other words, 95 times out of 100, the measure based on the 1,784 weighted respondents will fall within plus or minus 2.32 percentage points of the "true" measure if the entire population were interviewed.

The margin of error declines as one response to a question receives a greater margin of support over another response. For example, the margin of error is plus or minus 2.01 percentage points when the 1,784 weighted respondents split 75 percent for one response and 25 percent for another.

The margin of error is higher for subgroups of the sample. For example, when respondents split evenly on a question the margin of error increases from 2.32 percent to 3.46 percent for subsamples of 800, 4.90 percent for subsamples of 400, and to 9.80 percent for subsamples of 100.

The 11 counties in this regional definition are Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Rockdale, and Spalding. In the larger counties – Clayton, Cobb, DeKalb, Fulton, and Gwinnett – at least 100 calls were made per commission district. In all other counties, at least 300 interviews were conducted. Within each of these groups, the calls were then weighted down to reflect their proportion in the metro Atlanta region, yielding a total of 1,784 weighted respondents. The margin of error for individual counties, and commission districts within the larger counties, are in the table on the following page.

**Margin of Error by Commission District and County for a 50/50 Split in Opinion**

<b>County</b>	<b>District</b>	<b>Actual Total</b>	<b>Weighted Calls</b>	<b>District Mrg of Error</b>	<b>County Mrg of Error</b>
Cherokee	All	300	96	N/A	5.66%
Clayton	1	100	24	9.80%	4.89%
	2	101	18	9.75%	
	3	100	31	9.80%	
	4	100	24	9.80%	
Cobb	1	100	92	9.80%	4.90%
	2	100	74	9.80%	
	3	100	86	9.80%	
	4	100	67	9.80%	
DeKalb	1	100	62	9.80%	4.32%
	2	105	63	9.56%	
	3	109	60	9.39%	
	4	100	52	9.80%	
	5	100	73	9.80%	
Douglas	All	300	52	N/A	5.66%
Fayette	All	301	60	N/A	5.65%
Fulton	3	100	94	9.80%	3.98%
	4	115	86	9.14%	
	5	151	71	7.98%	
	6	123	76	8.84%	
	7	116	82	9.10%	
Gwinnett	1	100	61	9.80%	4.90%
	2	100	50	9.80%	
	3	100	100	9.80%	
	4	100	82	9.80%	
Henry	All	301	86	N/A	5.65%
Rockdale	All	301	38	N/A	5.65%
Spalding	All	300	24	N/A	5.66%
City of Atlanta		400*	223		4.90%
	<b>Total respondents:</b>	<b>4123</b>			

\*Note: The City of Atlanta voters are counted toward the total with their respective counties, yielding a total of 4,123.

Computer analysis was conducted on an Apple iMac G4 computer system using SPSS-Tables for the Macintosh, a statistical software product of SPSS, Inc.